FOX
1926-27

1926

JANUARY

S	M	T	W	T	F	S
..	..	..	..	..	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	..	..	..	..	..	..

FEBRUARY

S	M	T	W	T	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	..	..	..	..	..	..

MARCH

S	M	T	W	T	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	..	..	..

APRIL

S	M	T	W	T	F	S
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MAY

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30	31	..	..	..	..	..

JUNE

S	M	T	W	T	F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	..	..	..

JULY

S	M	T	W	T	F	S
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
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AUGUST

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
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SEPTEMBER

S	M	T	W	T	F	S
..	..	..	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	..	..

OCTOBER

S	M	T	W	T	F	S
..	..	..	..	..	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	..	..	..	..	..	..

NOVEMBER

S	M	T	W	T	F	S
..	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	..	..	..	..
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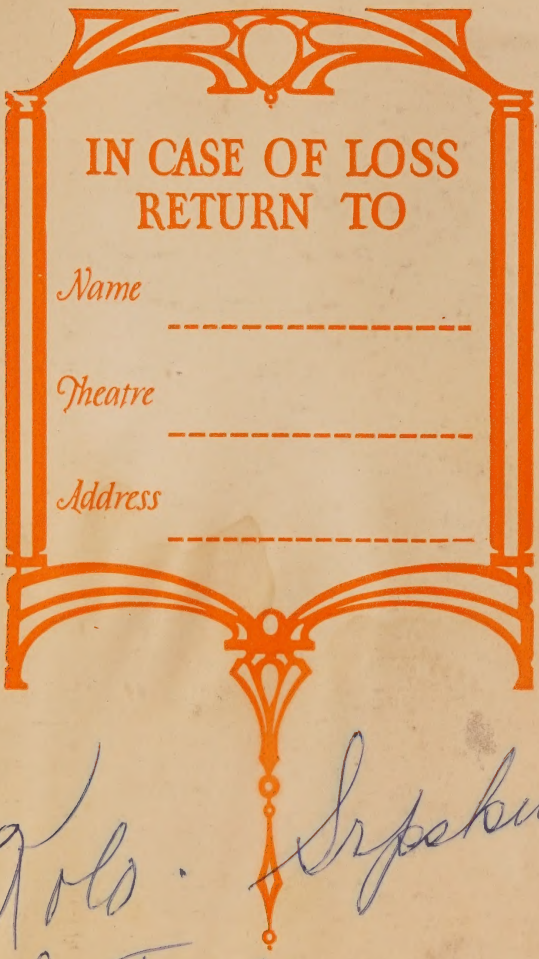
DECEMBER

S	M	T	W	T	F	S
..	..	..	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	..



Tolo. Srpskih
Sestara

COURAGE *and* CONFIDENCE

THROUGHOUT the history of the world, courage has inspired confidence. Only by courage—and the confidence it has created—has the world moved forward. Civilization is the chronicle of those leaders who possessed the courage of their convictions and who won the confidence of their fellowmen.

The first quarter of the twentieth century has witnessed the development of many imperishable institutions. The motion picture is one—perfected by the courage of pioneers and perpetuated by the confidence of the public.

Setting the pace of progress in motion pictures for nearly a quarter of a century, *Fox Film Corporation* still clings to the courage of its first convictions—independence, strength and fair dealing.

With the accompanying booking information for our 23rd season, we wish to express our appreciation of the confidence bestowed by the industry and the public upon

Fox Film Corporation

IS ZAT SO?

William Fox presents the international stage success by James Gleason and Richard Taber

The cast includes

VIRGINIA VALLI

Scenario by Bradley King

ALFRED E. GREEN

Production

A whirlwind success on tour!
A sensation in London!
Still packing 'em in after 2 years'
continuous Broadway run

Week of July 25, 1926

	PAID	ADV.	REELS	
				SUN. 25
				MON. 26
				TUE. 27
				WED. 28
				THU. 29
				FRI. 30
				SAT. 31

Is Zat So?—A pug and his pal in the seats of society with two peaches on the side

DAVID BELASCO'S
Success

THE LILY

William Fox presents Pierre Wolff and Gaston Leroux's
Drama of Passion Repressed and Revealed

Adapted by David Belasco

With

BELLE BENNETT IAN KEITH

(By arrangement with Samuel Goldwyn)

VICTOR SCHERTZINGER
Production

Should a Woman Forswear the One Love of Her Life?

Scenario by
EVE UNSELL

Week of August 1, 1926

	PAID ADV. REELS			
				SUN. Aug. 1
				MON. 2
				TUE. 3
				WED. 4
				THU. 5
				FRI. 6
				SAT. 7

The Lily—The soul of the spinster revealed by great French dramatists

WILLIAM FOX *Presents*

3 BAD

Based on Herman Whitaker's *novel "Over the Border"*

The romance of a girl in the land of promise
Civilization marches Westward
Homeseekers in search of gold, liberty and happiness

Cast of 25,000

with

GEORGE O'BRIEN OLIVE BORDEN

J. FARRELL MacDONALD

TOM SANTSCHI FRANK CAMPEAU

LOU TELLEGEN ALEC B. FRANCIS

Priscilla Bonner and the Prairie Beauties

JOHN FORD *production*

MEN

A motion picture edition of the book is being issued

WOMEN, WOMEN, WOMEN

Here's a picture full of charmers!

MARRIED ALIVE

Based on the novel by Ralph Straus

A WILLIAM FOX *picture*

With

MATT MOORE

MARGARET LIVINGSTON

LOU TELLEGEN

CLAIRE ADAMS

GERTRUDE CLAIRE

Scenario by Gertrude Orr

EMMETT FLYNN

Production

Week of August 8, 1926

	PAID	ADV.	REELS	
				SUN. 8
				MON. 9
				TUE. 10
				WED. 11
				THU. 12
				FRI. 13
				SAT. 14

Married Alive—He bought wedding rings by the carload

WILLIAM FOX

presents

WHISPERING WIRES

Play by Kate McLaurin

Based on the novel by Henry Leverage

With

OLIVE BORDEN

LOU TELLEGEN

JANET GAYNOR

HALLAM COOLEY

EARLE FOXE

Scenario by Bradley King

IRVING CUMMINGS *Production*

Science—A Crook and a Girl Compound a Revenge Mystery

A motion picture edition of the book is being issued

Week of August 15, 1926

	PAID	ADV.	REELS	
				SUN. 15
				MON. 16
				TUE. 17
				WED. 18
				THU. 19
				FRI. 20
				SAT. 21

Fox Week, Sept. 12-18—Book Now!

At Last! The Genuine Article!

WILLIAM FOX *announces*

WHAT PRICE GLORY

by Maxwell Anderson *and* Laurence Stallings

A Supreme box-office attraction on the screen

With
EDMUND LOWE
DOLORES DEL RIO
VICTOR McLAGLEN
WILLIAM V. MONG
J. FARRELL MACDONALD
RAOUL WALSH
production
Sceñario by J. T. O'Donohue
The naked truth about war and women!

WILLIAM FOX
presents

WEDLOCK

Based on the novel "Marriage"
by H. G. Wells

Scenario by Eve Unsell

JOHN GRIFFITH WRAY
production

With

Edmund Lowe
Margaret Livingston
Kathryn Perry

Aroused to Primitive Passions—
A Woman Fights for Her Mate!

Week of August 22, 1926

	PAID	ADV.	REELS	
				SUN. 22
				MON. 23
				TUE. 24
				WED. 25
				THU. 26
				FRI. 27
				SAT. 28

Three weeks left to book Fox Week

FROZEN JUSTICE

An epic of love and vengeance in the Arctic Circle

A William Fox outstanding attraction

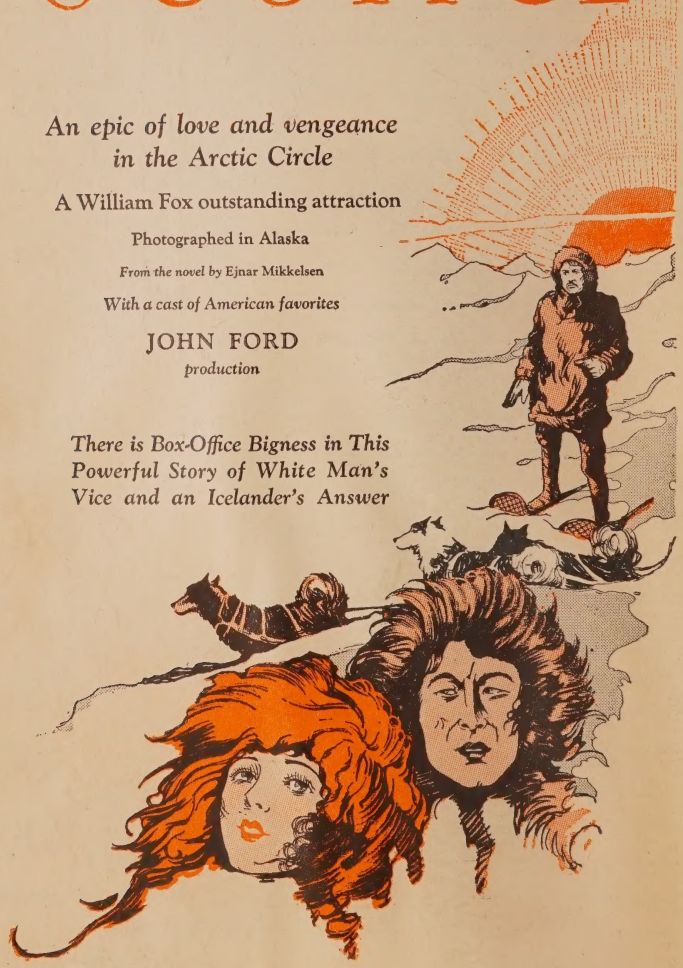
Photographed in Alaska

From the novel by Ejnar Mikkelsen

With a cast of American favorites

JOHN FORD
production

There is Box-Office Bigness in This Powerful Story of White Man's Vice and an Icelander's Answer



Week of August 29, 1926

	PAID	ADV.	REELS	
				SUN. 29
				MON. 30
				TUE. 31
				WED. Sept. 1
				THU. 2
				FRI. 3
				SAT. 4

Only 2 more weeks to Fox Week

CRADLE SNATCHERS

Makes even the flapper gasp!

The William Fox screen version
of the stage hit by
Russell Medcraft and Norma Mitchell

HOWARD HAWKS
Production
Scenario by Eve Unsell

How the Wife of
To-day Cures Her
Wayward Husband

AN EARTHQUAKE OF LAUGHS!

Week of September 5, 1926

	PAID ADV. REELS			
				SUN. 5
				MON. 6
				TUE. 7
				WED. 8
				THU. 9
				FRI. 10
				SAT. 11

Only 7 more days—check extra advertising for Fox Week

Theatre Audiences Everywhere

Are waiting for Europe's greatest director to reveal his mastery in a production of popular appeal

William Fox announces

The first motion picture to be made in America by

F. W. MURNAU

With American equipment and an All American cast

Scenario by Dr. Karl Meyer

No director has been so greatly praised as F. W. Murnau by photoplay critics

Week of September 12, 1926

	PAID ADV. REELS				
SUN. 12					
MON. 13					
TUE. 14					
WED. 15					
THU. 16					
FRI. 17					
SAT. 18					

Fox Films has the foremost directors

A riot of beauty and luxury on the screen!

FIG LEAVES

The William Fox novelty

Modern Eve revolts against love without luxury

Presenting

GEORGE O'BRIEN

as Adam

OLIVE BORDEN

as Eve

Andre de Beranger Phyllis Haver

HOWARD HAWKS *Production*

Scenario by Hope Loring *and* Louis D. Lighton

Week of September 19, 1926

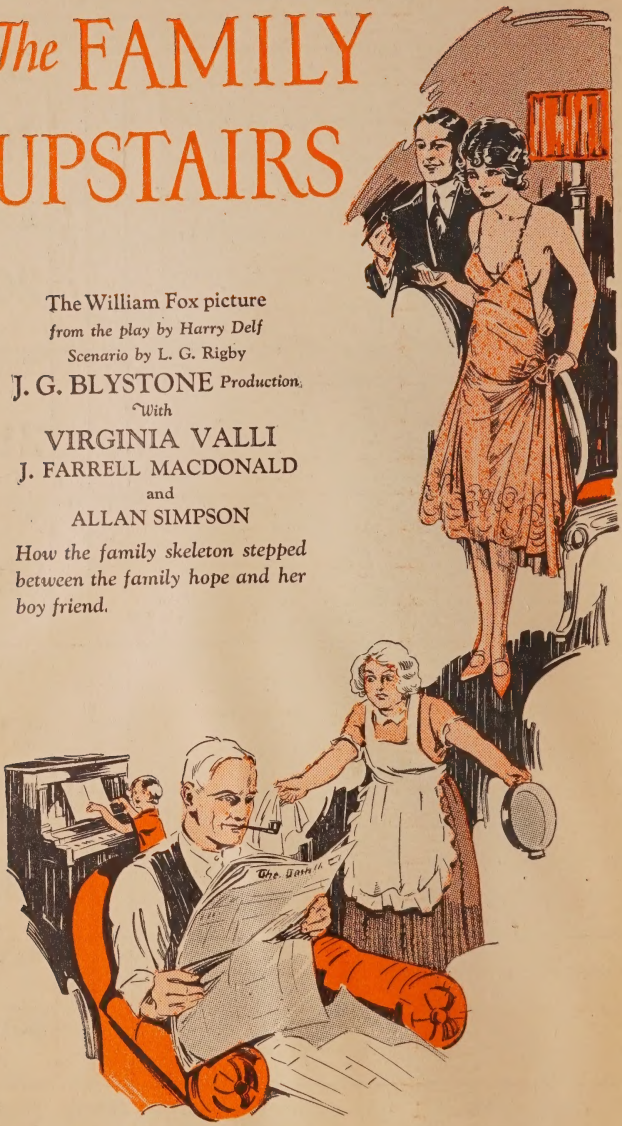
	PAID ADV. REELS			
				SUN. 19
				MON. 20
				TUE. 21
				WED. 22
				THU. 23
				FRI. 24
				SAT. 25

Set your dates in the profit column—Book Fox

The FAMILY UPSTAIRS

The William Fox picture
from the play by Harry Delf
Scenario by L. G. Rigby
J. G. BLYSTONE *Production*
With
VIRGINIA VALLI
J. FARRELL MACDONALD
and
ALLAN SIMPSON

How the family skeleton stepped between the family hope and her boy friend.



Week of September 26, 1926

	PAID	ADV.	REELS	
				SUN. 26
				MON. 27
				TUE. 28
				WED. 29
				THU. 30
				FRI. Oct. 1
				SAT. 2

Every family in town will want to see
The Family Upstairs

WILLIAM FOX

The MUSIC

The Greatest Drama in 50 Years

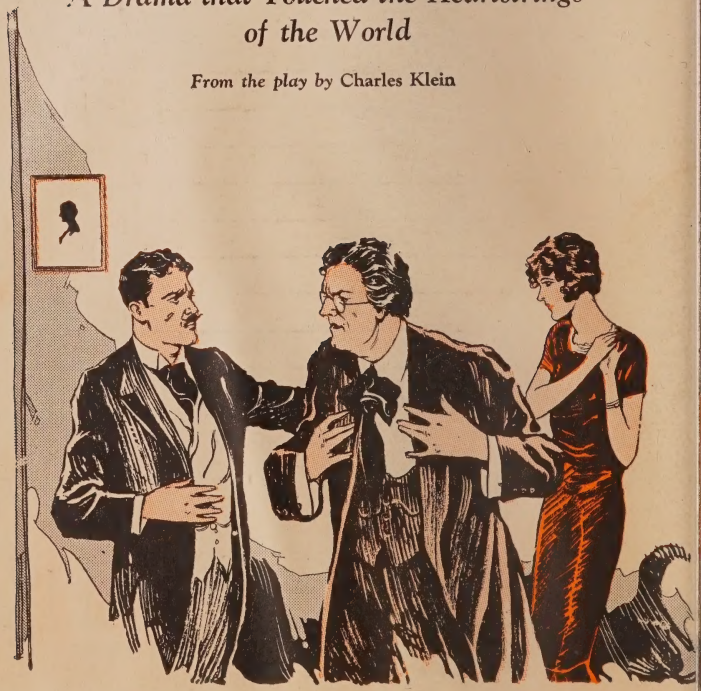
David Warfield—David Belasco Triumph

Scenario by Eve Unsell

VICTOR SCHERTZINGER *Production*

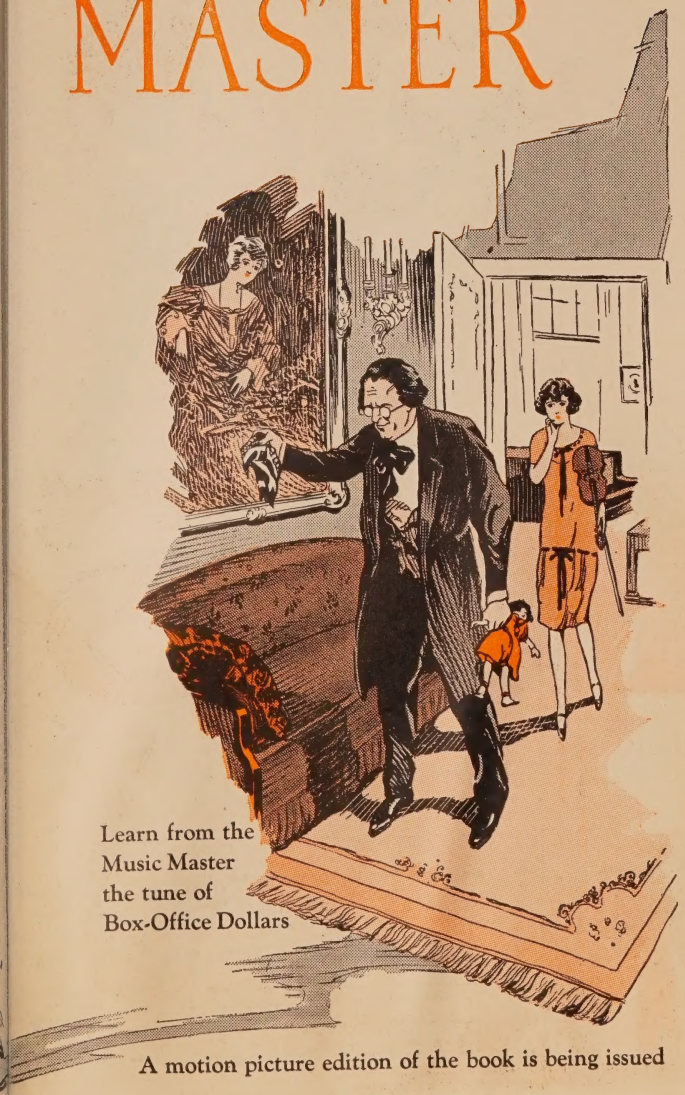
A Drama that Touched the Heartstrings of the World

From the play by Charles Klein



offers

MASTER



Learn from the
Music Master
the tune of
Box-Office Dollars

A motion picture edition of the book is being issued

A litter of laughs!

PIGS

John Golden's Stage Hit

presented by William Fox

From the play by Anne Morrison and Patterson McNutt

With

JANET GAYNOR RICHARD WALLING

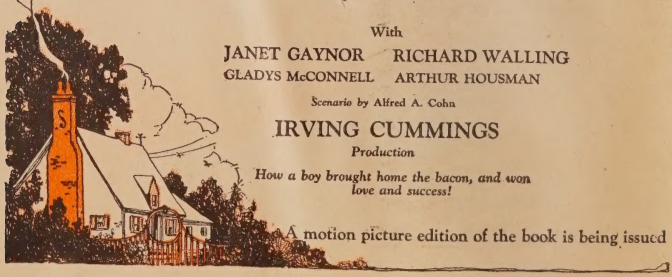
GLADYS McCONNELL ARTHUR HOUSMAN

Scenario by Alfred A. Cohn

IRVING CUMMINGS

Production

How a boy brought home the bacon, and won love and success!



A motion picture edition of the book is being issued

Week of October 3, 1926

	PAID	ADV.	REELS	
				SUN. 3
				MON. 4
				TUE. 5
				WED. 6
				THU. 7
				FRI. 8
				SAT. 9

Pigs—A breeder of dollars

William Fox *presents*
John Golden's greatest
success of all time!

7th

A motion picture edition of

HEAVEN

Austin Strong's drama of love and courage
An inspired story of the Paris underworld
Now in its fourth popular season

With a cast of American box office favorites

Scenario by Frances Marion

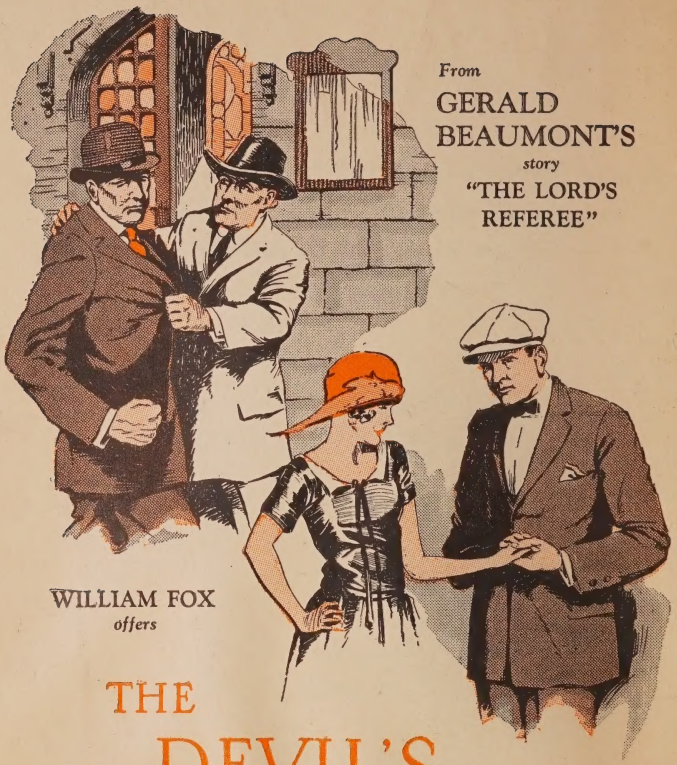
Exterior scenes filmed in France

Studio scenes in Hollywood, California

FRANK BORZAGE
Production

William Fox brings 7th Heaven to the box office

the book is being issued



From
GERALD BEAUMONT'S
story
"THE LORD'S REFEREE"

WILLIAM FOX
offers

THE DEVIL'S MASTER

With
GEORGE O'BRIEN

JANET GAYNOR
ROBERT EDESON WILLIAM RUSSELL

Scenario by Agnes Leahy

JOHN FORD *production*

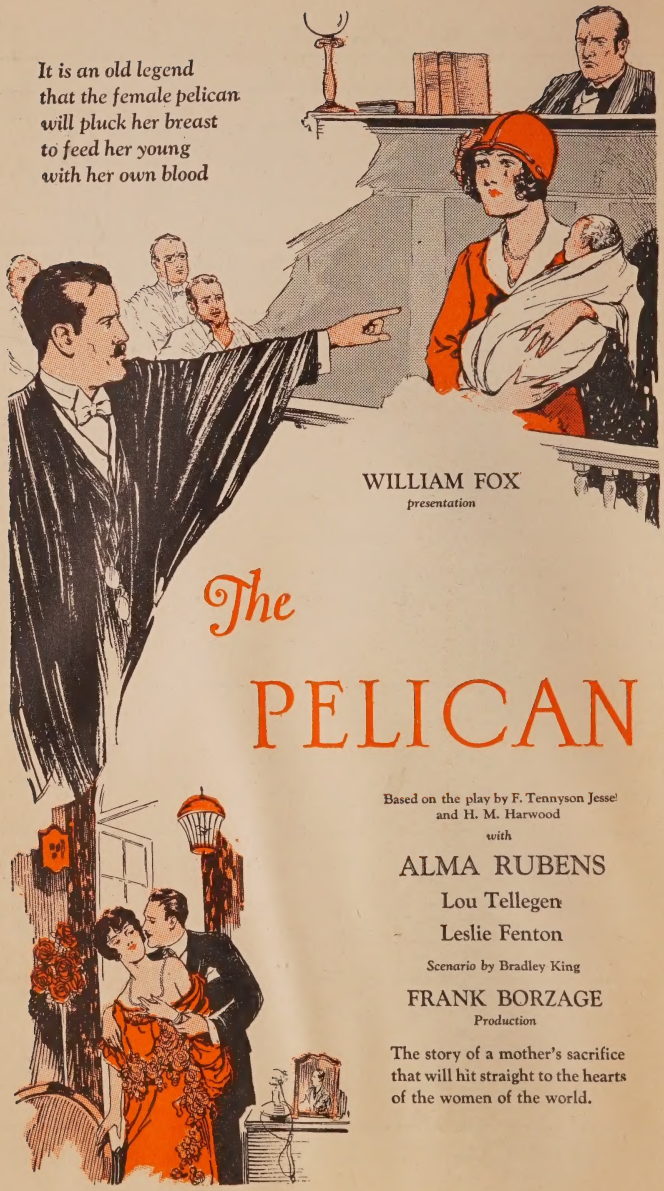
They fought it out in the parish gym—
The Michigan Kid and Rough-house Tim—
Fought for the Girl, with none to see
But the Devil's Master—their referee!

Week of October 10, 1926

	PAID ADV. REELS			
				SUN. 10
				MON. 11
				TUE. 12
				WED. 13
				THU. 14
				FRI. 15
				SAT. 16

The high road to success is lined with Fox productions

It is an old legend that the female pelican will pluck her breast to feed her young with her own blood



WILLIAM FOX
presentation

The PELICAN

Based on the play by F. Tennyson Jesse and H. M. Harwood

with

ALMA RUBENS

Lou Tellegen

Leslie Fenton

Scenario by Bradley King

FRANK BORZAGE
Production

The story of a mother's sacrifice that will hit straight to the hearts of the women of the world.

Week of October 17, 1926

	PAID	ADV.	REELS	
				SUN. 17
				MON. 18
				TUE. 19
				WED. 20
				THU. 21
				FRI. 22
				SAT. 23

For box office pep book Fox specials

WILLIAM FOX
presents

The RETURN *of* PETER GRIMM

From the play by David Belasco

Victor Schertzinger
production

Can the dead commune with the living?

Sensationally debated
when first presented
by David Belasco

With
Alec B. Francis
as Peter Grimm

Week of October 24, 1926

	PAID	ADV.	REELS	
				SUN. 24
				MON. 25
				TUE. 26
				WED. 27
				THU. 28
				FRI. 29
				SAT. 30

The leading plays are brought to the screen by Fox

JOHN GOLDEN'S
Comedy Hit
Based on the play by
WINCHELL SMITH
WILLIAM COLLIER
and AARON HOFFMAN

WILLIAM FOX
presents

GOING CROOKED

EMMETT FLYNN
production
with
VIRGINIA VALLI
EARLE FOXE
KATHRYN PERRY
Scenario by BRADLEY KING

A young pair becomes entangled in an international mystery

Week of October 31, 1926

	PAID ADV. REELS			
				SUN. 31
				MON. Nov. 1
				TUE. 2
				WED. 3
				THU. 4
				FRI. 5
				SAT. 6

The straight way to a bigger bank account—
Fox specials

ONE INCREASING PURPOSE

A WILLIAM FOX
screen attraction

Life baffled him—
but love showed
him the way

A. S. M. HUTCHINSON'S

Greatest and Most Debatable Story

Bigger Than

IF WINTER COMES

Exterior scenes photographed in England
Studio scenes in Hollywood, California

Cast of American favorites

Scenario by Kenneth Clarke

FRANK BORZAGE

production

The Best Selling Novel by a Modern Master of Fiction!

JOHN GOLDEN'S PLAY OF THE VIRGINIA HILLS

WILLIAM FOX

presents

A HOLY TERROR

By WINCHELL SMITH
and GEORGE ABBOTT

RAOUL WALSH *production*

Love tames a fighting two-gun man!

With

MARGARET LIVINGSTON

Leslie Fenton Janet Gaynor

Frank Beal Gladys McConnell Charles Farrell

Scenario by J. T. O'Donohue

Week of November 7, 1926

	PAID ADV. REELS			
				SUN. 7
				MON. 8
				TUE. 9
				WED. 10
				THU. 11
				FRI. 12
				SAT. 13

Fox play dates boost bank deposits

WILLIAM FOX *announces*

The STORY *of* MOTHER MACHREE

From the novelette by Rida Johnson Young

With

GEORGE O'BRIEN

JANET GAYNOR J. FARRELL MacDONALD

JOHN FORD

production

Scenario by
Patrick Burke

The Touching Story
of a Mother's Love
and Self-Denial

Week of November 14, 1926

	PAID ADV. REELS			
				SUN. 14
				MON. 15
				TUE. 16
				WED. 17
				THU. 18
				FRI. 19
				SAT. 20

The Story of Mother Machree is a gem from the Emerald Isle

TOM
The Super-
Will be presented
FOX HAS
THE WESTERNS!

Mix

Western Star!

by William Fox

With

TONY

The Wonder Horse

in 7 Western Dramas De Luxe

Including

NO MAN'S GOLD

From the novel by J. Allan Dunn

LEW SEILER *Production*

SILK HAT COWBOY

By Gerald Beaumont

J. G. BLYSTONE *Production*

ARIZONA WILDCAT

By Adela Rogers St. Johns

THOMAS BUCKINGHAM *Production*

The GREAT K and A TRAIN ROBBERY

By Paul Leicester Ford

IRVING CUMMINGS *Production*

TOM MIX

and TONY

The surest box office bet!

It takes years of experience to make great Westerns

THE AUCTIONEER

The WILLIAM FOX 1926 screen version of the DAVID BELASCO—DAVID WARFIELD stage triumph

From the play by Charles Klein *and* Lee Arthur

With a notable cast including

GEORGE SIDNEY

Janet Gaynor
Charles Farrell
J. Farrell MacDonald
Gladys McConnell

ALFRED E. GREEN *production*

Week of November 21, 1926

	PAID	ADV.	REELS	
				SUN. 21
				MON. 22
				TUE. 23
				WED. 24
				THU. 25
				FRI. 26
				SAT. 27

The Auctioneer will bid up box office records

A Sensational Dramatic Novelty Hit
in New York, London and Paris!
By Rene Fauchois

Monkey or Man—
love was his
ruling passion!

WILLIAM FOX *presents*
A Screen elaboration of

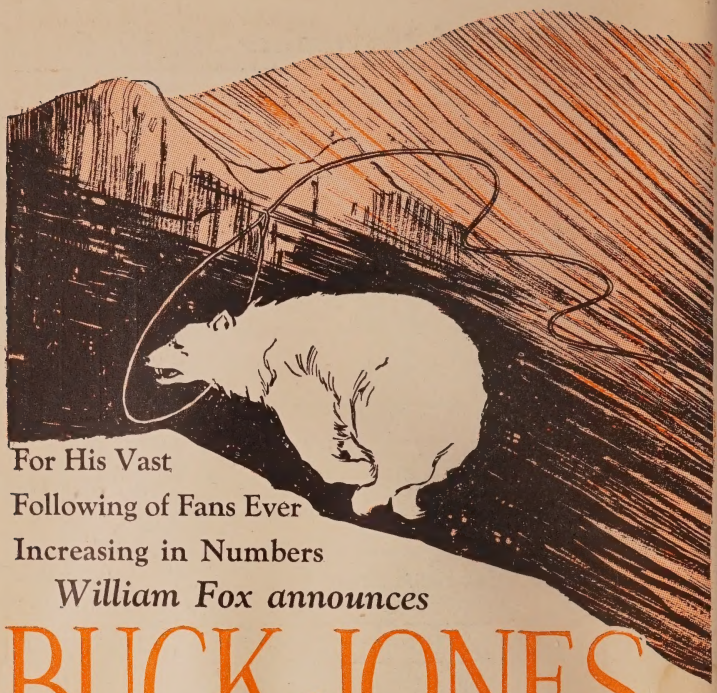
The MONKEY TALKS

Adapted by Gladys Unger
RAOUL WALSH *production*
With
Madge Bellamy, Edmund Lowe
and
JACQUES LERNER
The world's foremost animal impersonator
Scenario by J. T. O'Donohue

Week of November 28, 1926

	PAID	ADV.	REELS	
				SUN. 28
				MON. 29
				TUE. 30
				WED. Dec. 1
				THU. 2
				FRI. 3
				SAT. 4

The Monkey Talks bigger box office receipts—
and makes good



For His Vast
Following of Fans Ever
Increasing in Numbers

William Fox announces

BUCK JONES

Ace of the Great Outdoors
in a series of 7 Virile Western Stories

Including

WHITE EAGLE
Max Brand's latest novel
R. WILLIAM NEILL *Production*

30 BELOW ZERO
By John Stone
ROBERT P. KERR *Production*

The BRONCHO TWISTER
THOMAS BUCKINGHAM *Production*

DESERT VALLEY
Novel by Jackson Gregory
R. WILLIAM NEILL *Production*

It takes years of experience to make great Westerns

FOX HAS THE WESTERNS!

105
90
75
60
45
30
15
0
15
30
45

WILLIAM FOX presents

WOMANPOWER

From the story by

Harold Mac Grath

HARRY BEAUMONT

Production

Scenario by Kenneth B. Clarke

With

RALPH GRAVES

KATHRYN PERRY

MARGARET LIVINGSTON

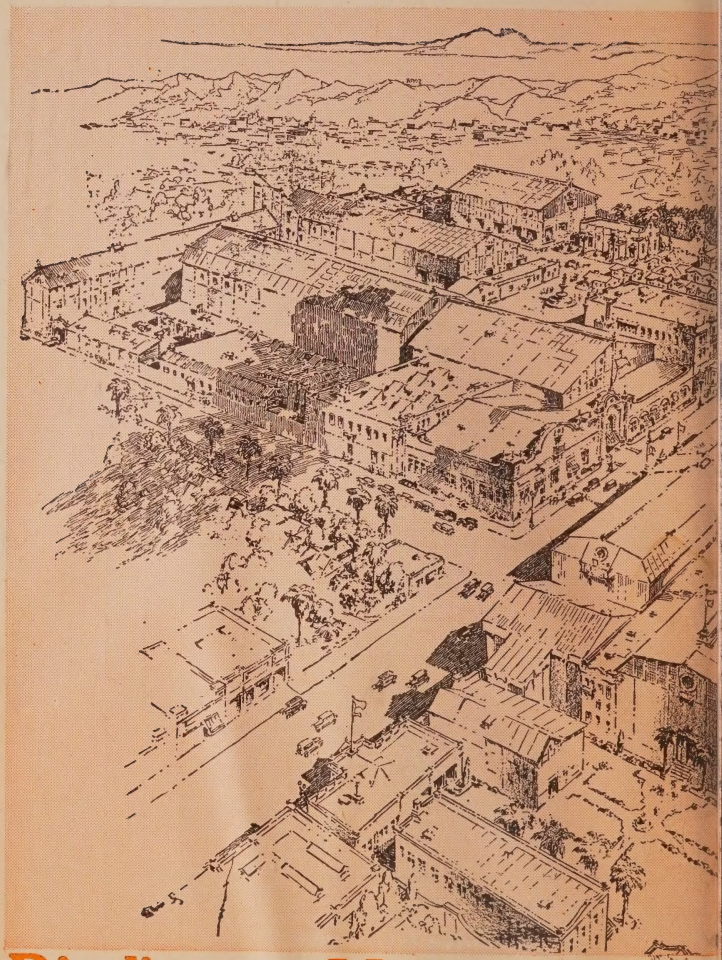
DAVID BUTLER

RALPH SIPPERLY

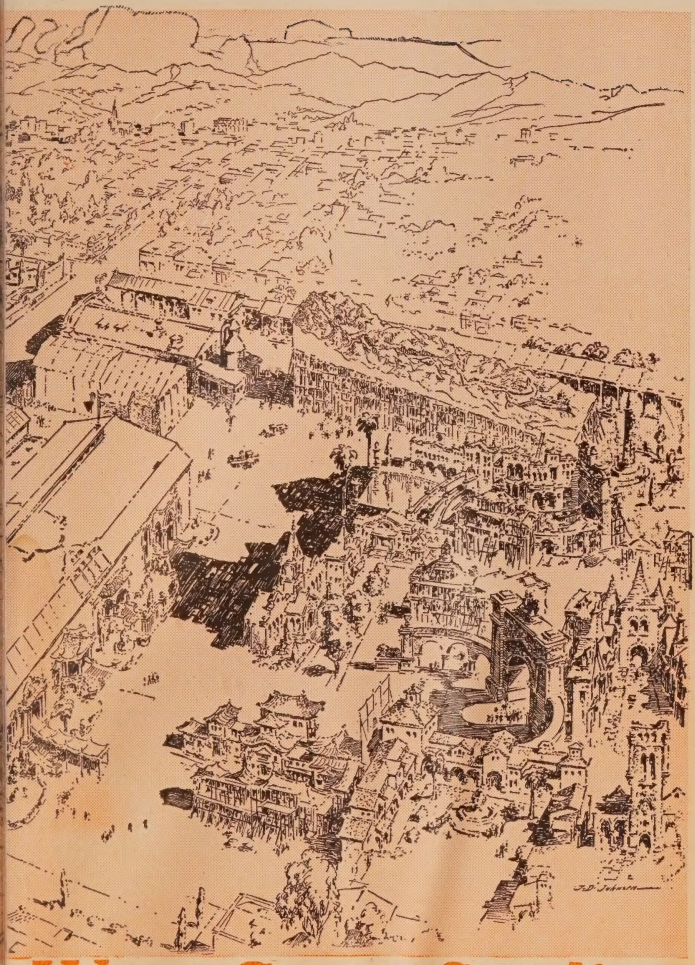
WILLIAM WALLING

Week of December 5, 1926

	PAID	ADV.	REELS	
				SUN. 5
				MON. 6
				TUE. 7
				WED. 8
				THU. 9
				FRI. 10
				SAT. 11



Bird's-eye View of Fox



West Coast Studios

FOX NEWS

MIGHTIEST OF ALL

SCREEN JOURNALISM is today a world-wide institution, performing an indispensable service for all mankind and expanding the horizons of modern civilization.

The public today depends upon the newsreel for a timely, truthful and entertaining pictorial summary of the world's current events, which enables it to shape a clear and honest opinion of the world at work and at play.

With a keen sense of these responsibilities and with a deep appreciation of its ever increasing patronage of thoughtful people, FOX NEWS is endeavoring consistently to fulfill the obligations a newsreel owes the public—*honesty, impartiality, enterprise and entertainment.*

Week of December 12, 1926

	PAID	ADV.	REELS	
				SUN. 12
				MON. 13
				TUE. 14
				WED. 15
				THU. 16
				FRI. 17
				SAT. 18

Book both issues of Fox News

The World We Live In

FOX VARIETIES

From the far corners of the earth, from our own land, and perhaps just around the corner from you, our cameramen have been bringing material to make this great series of single reel pictures.

Here are just a few of them—

DOWN TO DAMASCUS
AROUND THE WORLD IN TEN MINUTES
TRAVELS *in* TOYLAND
THE AUSTRIAN ALPS
A SPANISH HOLIDAY
AN INLAND VOYAGE

26 for the Season

Week of December 19, 1926

	PAID	ADV.	REELS	
				SUN. 19
				MON. 20
				TUE. 21
				WED. 22
				THU. 23
				FRI. 24
				SAT. 25

Fox Anniversary Week is coming—set dates

WILLIAM FOX *Presents*

EARLE FOXE

in a new series of 8 hilarious two-reel comedies

Adventures of

VAN BIBBER

in Society

Based on stories by

RICHARD HARDING DAVIS

Including

THE CLOWN

THE SWIMMING INSTRUCTOR

Supervised by GEORGE E. MARSHALL

Fox Has the Comedies!

Week of December 26, 1926

	PAID	ADV.	REELS	
				SUN. 26
				MON. 27
				TUE. 28
				WED. 29
				THU. 30
				FRI. 31
				SAT. Jan. 1

Climb aboard for Fox Anniversary Week—
order advertising

WILLIAM FOX *presents*

A new series of 8 swift, sparkling, two-reel comedies based on gems of fiction by

O. HENRY

America's greatest short story writer

Including

MARRY MONTH OF MAY
BABES IN THE JUNGLE
ROSES AND RUSES
A MAN ABOUT TOWN
SUITE HOMES
CUPID AND THE CLOCK
GIRL

Supervised by

GEORGE E. MARSHALL

Fox Has the Comedies!

Week of January 2, 1927

	PAID	ADV.	REELS	
				SUN. 2
				MON. 3
				TUE. 4
				WED. 5
				THU. 6
				FRI. 7
				SAT. 8

Are you set for Fox Anniversary Week?

William Fox *presents*

A new series of 8 two-reel comedies based on

The MARRIED LIFE of HELEN and WARREN

By Mabel Herbert Urner

Now Running serially in 500 newspapers

Including

Easy Payments — Back to Mother

Not to be Trusted — The Mother-in-Law

The Last Word

Supervised by

GEORGE E. MARSHALL

With

KATHRYN PERRY

HALLAM COOLEY

Fox Has the Comedies!

Week of January 9, 1927

	PAID	ADV.	REELS	
				SUN. 9
				MON. 10
				TUE. 11
				WED. 12
				THU. 13
				FRI. 14
				SAT. 15

Check advertising for Fox Anniversary Week

For Joyful Entertainment

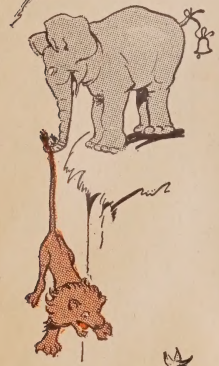
WILLIAM FOX

announces

the new

FOX ANIMAL COMEDIES

8 for the Season



This means

52

BOX-OFFICE FOX COMEDIES for the SEASON

Week of January 16, 1927

	PAID	ADV.	REELS	
				SUN. 16
				MON. 17
				TUE. 18
				WED. 19
				THU. 20
				FRI. 21
				SAT. 22

Next week is Fox Anniversary Week

Imperial Comedies

William Fox *presents*

A New Series of 20, Each Laden With Laughter, Beautiful Girls and the Screen's Best Laughmakers

Heading the List are

KING *of the* KITCHEN *and* MONEY SCREAMS

Supervised by GEORGE E. MARSHALL

Week of January 23, 1927

	PAID ADV. REELS			
				SUN. 23
				MON. 24
				TUE. 25
				WED. 26
				THU. 27
				FRI. 28
				SAT. 29

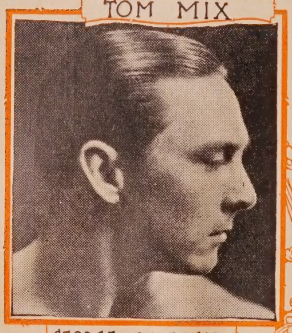
Book Fox Varieties—they're always a good bet

LEADING PLAYERS

1926 -

TOM MIX

OLIVE BORDEN



GEORGE O'BRIEN

JANET GAYNOR

EARLE FOXE

KATHRYN PERRY

IN FOX PICTURES

27

MADGE BELLAMY

BUCK JONES

ALMA RUBENS

EDMUND LOWE

LOU TELLEGEN

MARGARET LIVINGSTON

WILLIAM FOX presents

The Country Beyond

By

James Oliver Curwood

Week of January 30, 1927

	PAID	ADV.	REELS	
May 21 - 4.00				SUN. 30
N 298 O 714				
May 24 N. 5 0 O 30 - 997 2.00				MON. 31
May 25 1.00				TUE. Feb. 1
May 26 - 1.00				WED. 2
May 28 - O. 61. 1 day 4.00				THU. 3
June 1 - 3 0 0				FRI. 4
June 2 - 4.00 1.00 3 - 155 4 - 4.00				SAT. 5

Authors that spell MONEY in your box-office

9. 4.00

WILLIAM FOX presents

WINGS of the STORM

By L. W. Pedrose

Week of February 6, 1927

	PAID	ADV.	REELS	
				SUN. 6
				MON. 7
				TUE. 8
				WED. 9
				THU. 10
				FRI. 11
				SAT. 12

A rich diet for your box office—Fox specials

Week of February 13, 1927

		PAID	ADV.	REELS
SUN. 13				
MON. 14				
TUE. 15				
WED. 16				
THU. 17				
FRI. 18				
SAT. 19				

Fox Films adapts novels

Week of February 20, 1927

	PAID	ADV.	REELS	
				SUN 20
				MON. 21
				TUE. 22
				WED. 23
				THU. 24
				FRI. 25
				SAT. 26

of the most popular authors

Week of February 27, 1927

		PAID	ADV.	REELS
SUN. 27				
MON. 28				
TUE. Mar. 1				
WED. 2				
THU. 3				
FRI. 4				
SAT. 5				

The exhibitor who

Week of March 6, 1927

	PAID	ADV.	REELS	
				SUN. 6
				MON. 7
				TUE. 8
				WED. 9
				THU. 10
				FRI. 11
				SAT. 12

thinks plays Fox Films

Week of March 13, 1927

		PAID	ADV.	REELS
SUN. 13				
MON. 14				
TUE. 15				
WED. 16				
THU. 17				
FRI. 18				
SAT. 19				

Fill in all open dates

Week of March 20, 1927

	PAID	ADV.	REELS	
				SUN. 20
				MON. 21
				TUE. 22
				WED. 23
				THU. 24
				FRI. 25
				SAT. 26

with Fox productions

Week of March 27, 1927

		PAID	ADV.	REELS
SUN. 27				
MON. 28				
TUE. 29				
WED. 30				
THU. 31				
FRI. Apr. 1				
SAT. 2				

Fox short subjects

Week of April 3, 1927

	PAID	ADV.	REELS	
				SUN. 3
				MON. 4
				TUE. 5
				WED. 6
				THU. 7
				FRI. 8
				SAT. 9

round out your show

Week of April 10, 1927

		PAID ADV.	REELS	
SUN. 10				
MON. 11				
TUE. 12				
WED. 13				
THU. 14				
FRI. 15				
SAT. 16				

Increase advertising for Fox specials

Week of April 17, 1927

	PAID	ADV.	REELS	
				SUN. 17
				MON. 18
				TUE. 19
				WED. 20
				THU. 21
				FRI. 22
				SAT. 23

—it pays at the box office

Week of April 24, 1927

		PAID	ADV.	REELS
SUN. 24				
MON. 25				
TUE. 26				
WED. 27				
THU. 28				
FRI. 29				
SAT. 30				

Dates for Fox pictures

Week of May 1, 1927

	PAID ADV.	REELS		
				SUN. May 1
				MON. 2
				TUE. 3
				WED. 4
				THU. 5
				FRI. 6
				SAT. 7

are bank deposit days

Week of May 8, 1927

		PAID	ADV.	REELS
SUN. 8				
MON. 9				
TUE. 10				
WED. 11				
THU. 12				
FRI. 13				
SAT. 14				

Fox accessories point the

Week of May 15, 1927

	PAID	ADV.	REELS	
				SUN. 15
				MON. 16
				TUE. 17
				WED. 18
				THU. 19
				FRI. 20
				SAT. 21

path to your box office

Week of May 22, 1927

		PAID	ADV.	REELS
SUN. 22				
MON. 23				
TUE. 24				
WED. 25				
THU. 26				
FRI. 27				
SAT. 28				

Fox pictures take the

Week of May 29, 1927

	PAID	ADV.	REELS	
				SUN. 29
				MON. 30
				TUE. 31
				WED. June 1
				THU. 2
				FRI. 3
				SAT. 4

doubt out of booking

Week of June 5, 1927

		PAID	ADV.	REELS
SUN. 5				
MON. 6				
TUE. 7				
WED. 8				
THU. 9				
FRI. 10				
SAT. 11				

For more bank deposits

Week of June 12, 1927

	PAID	ADV.	REELS	
				SUN. 12
				MON. 13
				TUE. 14
				WED. 15
				THU. 16
				FRI. 17
				SAT. 18

play Fox regularly

Week of June 19, 1927

		PAID	ADV.	REELS
SUN. 19				
MON. 20				
TUE. 21				
WED. 22				
THU. 23				
FRI. 24				
SAT. 25				

When you talk of screen successes

Week of June 26, 1927

	PAID	ADV.	REELS	
				SUN. 26
				MON. 27
				TUE. 28
				WED. 29
				THU. 30
				FRI. July 1
				SAT. 2

remember the Fox hits that will live forever

Week of July 3, 1927

		PAID	ADV.	REELS
SUN. 3				
MON. 4				
TUE. 5				
WED. 6				
THU. 7				
FRI. 8				
SAT. 9				

Fox specials + Fox exploitation =

Week of July 10, 1927

	PAID	ADV.	REELS	
				SUN. 10
				MON. 11
				TUE. 12
				WED. 13
				THU. 14
				FRI. 15
				SAT. 16

A bulge in your bank account

Week of July 17, 1927

		PAID	ADV.	REELS
SUN. 17				
MON. 18				
TUE. 19				
WED. 20				
THU. 21				
FRI. 22				
SAT. 23				

Fox play dates

Week of July 24, 1927

	PAID	ADV.	REELS	
				SUN. 24
				MON. 25
				TUE. 26
				WED. 27
				THU. 28
				FRI. 29
				SAT. 30

fatten your receipts

Week of July 31, 1927

		PAID ADV.	REELS
SUN. 31			
MON. Aug. 1			
TUE. 2			
WED. 3			
THU. 4			
FRI. 5			
SAT. 6			

Playing Fox pictures

Week of August 7, 1927

	PAID	ADV.	REELS	
				SUN. 7
				MON. 8
				TUE. 9
				WED. 10
				THU. 11
				FRI. 12
				SAT. 13

erases worry wrinkles

Week of August 14, 1927

		PAID	ADV.	REELS
SUN. 14				
MON. 15				
TUE. 16				
WED. 17				
THU. 18				
FRI. 19				
SAT. 20				

Want a vacation from

Week of August 21, 1927

	PAID	ADV.	REELS	
				SUN. 21
				MON. 22
				TUE. 23
				WED. 24
				THU. 25
				FRI. 26
				SAT. 27

trouble? Book Fox

Week of August 28, 1927

		PAID	ADV.	REELS
SUN. 28				
MON. 29				
TUE. 30				
WED. 31				
THU. Sept. 1				
FRI. 2				
SAT. 3				

There is real audience

Week of September 4, 1927

	PAID	ADV.	REELS	
				SUN. 4
				MON. 5
				TUE. 6
				WED. 7
				THU. 8
				FRI. 9
				SAT. 10

appeal in Fox product

Week of September 11, 1927

		PAID	ADV.	REELS
SUN. 11				
MON. 12				
TUE. 13				
WED. 14				
THU. 15				
FRI. 16				
SAT. 17				

Fox Films

Week of September 18, 1927

	PAID	ADV.	REELS	
				SUN. 18
				MON. 19
				TUE. 20
				WED. 21
				THU. 22
				FRI. 23
				SAT. 24

entertain

Week of September 25, 1927

		PAID	ADV.	REELS
SUN. 25				
MON. 26				
TUE. 27				
WED. 28				
THU. 29				
FRI. 30				
SAT. Oct. 1				

Fox accessories, like compound interest,

Week of October 2, 1927

	PAID	ADV.	REELS	
				SUN. 2
				MON. 3
				TUE. 4
				WED. 5
				THU. 6
				FRI. 7
				SAT. 8

build up your bank account

Week of October 9, 1927

		PAID	ADV.	REELS
SUN. 9				
MON. 10				
TUE. 11				
WED. 12				
THU. 13				
FRI. 14				
SAT. 15				

Fox posters point the

Week of October 16, 1927

	PAID	ADV.	REELS	
				SUN. 16
				MON. 17
				TUE. 18
				WED. 19
				THU. 20
				FRI. 21
				SAT. 22

Week of October 23, 1927

		PAID	ADV.	REELS
SUN. 23				
MON. 24				
TUE. 25				
WED. 26				
THU. 27				
FRI. 28				
SAT. 29				

Use more Fox accessories

Week of October 30, 1927

	PAID	ADV.	REELS	
				SUN. 30
				MON. 31
				TUE. Nov. 1
				WED. 2
				THU. 3
				FRI. 4
				SAT. 5

and sell more tickets

Week of November 6, 1927

		PAID	ADV.	REELS
SUN. 6				
MON. Aug. 7				
TUE. 8				
WED. 9				
THU. 10				
FRI. 11				
SAT. 12				

Set dates for all Fox

Week of November 13, 1927

	PAID	ADV.	REELS	
				SUN. 13
				MON. 14
				TUE. 15
				WED. 16
				THU. 17
				FRI. 18
				SAT. 19

pictures still unplayed

Week of November 20, 1927

		PAID	ADV.	REELS
SUN. 20				
MON. 21				
TUE. 22				
WED. 23				
THU. 24				
FRI. 25				
SAT. 26				

Short subjects that are

Week of November 27, 1927

	PAID	ADV.	REELS	
				SUN. 27
				MON. 28
				TUE. 29
				WED. 30
				THU. Dec. 1
				FRI. 2
				SAT. 3

different—Fox Varieties

Fox Product for 1926-1927

49 DRAMATIC PRODUCTIONS

35 High Powered Money Makers

Including

WHAT PRICE GLORY	3 BAD MEN
7th HEAVEN	The MUSIC MASTER
ONE INCREASING PURPOSE	IS ZAT SO?
The AUCTIONEER	FIG LEAVES
PIGS	CRADLE SNATCHERS
The MONKEY TALKS	WHISPERING WIRES
The RETURN of PETER GRIMM	The STORY of MOTHER MACHREE
The DEVIL'S MASTER	MARRIED ALIVE
A HOLY TERROR	The PELICAN
WEDLOCK *Based on "Marriage"*	*One production staged by* F. W. MURNAU
The WAY THINGS HAPPEN	The FAMILY UPSTAIRS
GOING CROOKED	FROZEN JUSTICE
The LILY	

WOMANPOWER

7 TOM MIX PICTURES—the screen's greatest and most popular Western star

7 BUCK JONES PRODUCTIONS—Whirlwind pictures of the West with a mighty star at his best

SHORT SUBJECTS

Little Giants of the Screen

52 Two-reel Comedies

8 comedies starring Earle Foxe as Van Bibber, the character created by Richard Harding Davis

8 of a new brand, to be known as Fox Animal comedies. The funniest of their kind ever produced

20 Imperial comedies, established as the greatest laugh makers on the market

8 comedies based on Mabel Herbert Urner's "Married Life of Helen and Warren" with Kathryn Perry and Hallam Cooley

8 comedy dramas based on gems of fiction by O. Henry, foremost among short story writers

26 FOX VARIETIES—wonderful single reel subjects which bring delightful romance from the far places of the earth to your screen

Mightiest of All! **FOX NEWS** 104 Issues Annually *The Leader in Screen Journalism*

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Printed in U.S.A.

Printed by
Prospect Press, Inc.
New York City

118

1927

JANUARY

S	M	T	W	T	F	S
..	..	..	..	..	..	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	..	..	..	..	..

FEBRUARY

S	M	T	W	T	F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	..	..	..	..	..
..	..	..	..	..	..	..

MARCH

S	M	T	W	T	F	S
..	..	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	..	..

APRIL

S	M	T	W	T	F	S
..	..	..	..	..	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
..	..	..	..	..	..	..

MAY

S	M	T	W	T	F	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	..	..	..	..

JUNE

S	M	T	W	T	F	S
..	..	..	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	..	..
..	..	..	..	..	..	..

JULY

S	M	T	W	T	F	S
..	..	..	..	..	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	..	..	..	..	..	..

AUGUST

S	M	T	W	T	F	S
..	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	..	..	..
..	..	..	..	..	..	..

SEPTEMBER

S	M	T	W	T	F	S
..	..	..	..	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	..

OCTOBER

S	M	T	W	T	F	S
..	..	..	..	..	..	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	..	..	..	..	..

NOVEMBER

S	M	T	W	T	F	S
..	..	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	..	..	..

DECEMBER

S	M	T	W	T	F	S
..	..	..	..	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
..	..	..	..	..	..	..